



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 222/00  |
| 2. Advertiser                 | Endeavour   |
| 3. Product                    | Telecommunications  |
| 4. Type of advertisement      | Print   |
| 5. Nature of complaint        | Discrimination or vilification Other – section 2.1<br>Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination      | Tuesday, 8 August 2000  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement, captioned ‘Hands Free Included’, comprises photographs and text. The caption is attached to a shot of a female’s naked breasts, each of which is cupped (nipples obscured) by her crossed hands. There is a photograph of an Ericsson mobile telephone, text describing the service offered and the advertiser’s logo, branch offices and telephone numbers. Below is a Vodafone logo and, in small print, conditions which apply. The advertiser’s website is at the bottom of the advertisement.

## **THE COMPLAINT**

Comments which the complainant made regarding this advertisement included the following:

*‘I find the ..... advertisement sexist .....’*

## **THE DETERMINATION**

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the material within the advertisement did not constitute discrimination or vilification and that it did not contravene prevailing community standards in its depiction of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.